

ABSTRACT

A system and method for delivering highly customized, natural-sounding/appearing audio and/or visual content to existing player devices, including but not restricted to wired and wireless voicemail, sound-enabled PCs, and portable MP3 or DVD players. Subscribers register with existing content providers to receive alerts and information on topics they care about (e.g., portfolio updates, financial news, sports). If a user selects the audio and/or visual delivery option, the content provider passes his or her registration and preference information to the system. The content providers then pass news information to the system, which converts it to audio and/or visuals in one of two ways. For short, formulaic messages, the system concatenates spoken phrases and clauses previously recorded by human talent and stored in a multimedia library database, to create natural-seeming audio and/or visual sequences. For longer messages, the system uses human abilities entirely - i.e., a human reader records a complete text and inputs audio and/or visual files to the system. Turnaround time in both cases is minimal, and quality is high. The system then organizes customized audio and/or visual news deliveries in accordance with user preference information and customizable playlist rules, which order the selected news information by vertical, subject, paragraph, sentence, or other dimension(s). Customized news packages are then delivered as audio and/or visuals to the listeners' player devices.